ABSTRACT OF THE DISCLOSURE

A system and method for retrieving, storing and displaying featured content. In one embodiment, featured content is queried from a database storing a list of featured content items. The featured content items stored in the database may include any type of data, such as text data, hyperlink text data, markup document data, computer code, or other types or combinations of data related to a particular topic. Responsive to the query, a set of featured content items is stored in a cache file. A predetermined number of featured content items stored in the cache file are selected and stored in a system registry. Upon receipt of a display command, featured content items are read from the system registry and displayed on an interface. The displayed featured content items can be used to display hyperlinks, announcements, or other information, without inhibiting the efficiency of the boot process of a software application.